

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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In re Patent Application of:  
Ravi Raj et al.

Application No.: 10/671,268

Confirmation No.: 6536

Filed: September 24, 2003

Art Unit: 3622

For: SYSTEM AND METHOD FOR MANAGING  
AN ADVERTISING CAMPAIGN ON A  
NETWORK

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Examiner: N. Boveja

**RESPONSE TO NON-FINAL OFFICE ACTION**

MS Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

**INTRODUCTORY COMMENTS**

In response to the Office Action dated June 2, 2010, rejecting Claims 1-30, please amend the above-identified U.S. patent application as follows:

**A Listing of the Claims** begins on page 2 of this paper.

**Remarks/Arguments** begin on page 11 of this paper.